

Arbitron's May tally: ABC wins the sweeps

Second place a toss-up between CBS and NBC, depending on network calculations; total prime-time network audience is in decline

Overall prime-time network television viewing slipped during Arbitron's May 1982 local market measurement sweep, with CBS primarily responsible for the loss.

ABC, which improved over the comparable period a year earlier, won the sweep. Second place went to either NBC or CBS, depending on different network compilations.

According to CBS research based on Arbitron's market-by-market reports, the three networks' affiliates reached 35,790,000 homes per average quarter hour of prime time. That was down 1.5% from 36,341,000 homes in May 1981.

CBS had ABC affiliates up 1.5% to an average of 11,974,000 homes. NBC just

missed breaking even, off 0.1% with 11,875,000 homes. CBS fell 5.6% to 11,951,000.

It was close competition in May 1982. The CBS calculations show only a 99,000-home difference between first place ABC and third place NBC.

NBC research also counted a 1.5% three-network audience decline. However, NBC put its affiliates in second: ABC 11,958,000 (up 1.4%); NBC 11,930,000 (up 0.4%), and CBS 11,878,000 (down 5.9%). Here the difference between first and third was just 80,000 homes.

While CBS and NBC count both network and local programming offered by affiliates during the sweep period, ABC limits its compilation to network fare. ABC's totals, in order, were 12,013,000 homes for itself (up 2.3%); 11,849,000 for NBC (down 1.4%) and 11,789,000 for CBS (down 5.3%). Overall, ABC's numbers showed prime-time viewing off 1.6%.

Of 142 markets where each network has an affiliate, CBS said ABC had the most stations with first-place finishes. ABC stations had 51.5 firsts to NBC's 47.5 and CBS's 43.0.

(Fractions result from ties; two-way ties gave each network .5 and three-way ties .3. Networks tying for first also were credited with second place and those tying for second also were credited with third.)

CBS had 53.5 second-place finishes; NBC 53.0, and ABC 35.5. ABC had 55.0 thirds to CBS's 45.5 and NBC's 41.5.

ABC affiliates were said to have registered gains in prime-time homes delivery in 96 markets, declines in 63 and remained even in 17. NBC stations improved delivery in 80, lost ground in 77 and remained stable in 16. CBS's respective numbers were 46, 112, and 22.

CBS also provided 9 a.m.-to-midnight rankings for the same three-or-more-station markets. CBS said its stations finished

first in 66.3 markets to ABC's 51.3 and NBC's 24.3. NBC finished second in 56.8 to CBS's 46.8 and ABC's 38.3. NBC finished third in 60.8 to ABC's 52.3 and CBS's 28.8.

The chart below was developed by BROADCASTING from CBS researchers' compilations of Arbitron's May 1981 and 1982 reports. Household numbers are in thousands (add 000) per average prime-time quarter hour (Monday-Saturday, 8-11 p.m., and Sunday, 7-11 p.m.) and include whatever programming was broadcast by affiliates. Percent change shows household gain or loss from May 1981. A dash (-) indicates no primary affiliate in the market.

An asterisk denotes an affiliation change between the May 1981 and 1982 sweeps. The 1982 sweep period was April 28-May 25.

Not included are markets that Arbitron did not measure, including those in Hawaii, Alaska and St. Thomas. □

ADI	ABC			CBS			NBC		
	1981	1982	% change	1981	1982	% change	1981	1982	% change
Abilene-Sweetwater, Tex.	10	12	+ 20.0	12	12	—	27	29	+ 7.4
Albany, Ga.	—	—	—	—	—	—	51	53	+ 3.9
Albany-Schenectady-Troy, N.Y.	71	72	+ 1.4	57	82	+ 43.8	79	63	- 20.3
Albuquerque, N.M.	57	61	+ 7.0	42	40	- 4.8	43	47	+ 9.3
Alexandria, La.	—	—	—	—	—	—	29	35	+ 20.6
Alexandria, Minn.	—	—	—	—	—	—	36	31	- 13.9
Alpena, Mich.	—	—	—	7	5	- 28.6	—	—	—
Amarillo, Tex.	29	32	+ 10.3	21	23	+ 9.5	28	27	- 3.6
Anchorage, Alaska	—	—	—	15	11	- 26.7	—	—	—
Ardmore-Ada, Okla.	9	11	+ 22.2	24	18	- 25.0	143	135	- 5.6
Atlanta	158	176	+ 11.3	162	158	- 2.5	16	20	+ 25.0
Augusta, Ga.	43	42	- 2.3	41	37	- 9.8	34	33	- 3.0
Austin, Tex.	35	35	—	51	49	- 3.9	21	18	- 14.3
Bakersfield, Calif.	20	19	- 5.0	14	14	—	136	133	- 2.3
Baltimore	158	153	- 3.2	148	122	- 17.6	18	21	+ 16.6
Bangor, Me.	14	18	+ 28.5	22	23	+ 4.5	28	28	—
Baton Rouge, La.	50	57	+ 14.0	50	48	- 4.0	35	41	+ 17.1
Beaumont-Port Arthur, Tex.	26	25	- 3.9	41	43	+ 4.8	—	—	—
Bend, Ore.	—	—	—	3	5	+ 66.6	—	—	—
Billings, Mont.	12	12	—	15	12	- 20.0	3	6	+ 100.0
Biloxi-Gulfport, Miss.	27	28	+ 3.7	—	—	—	—	—	—
Fort Wayne, Ind.	40	36	- 10.0	36	32	- 11.1	30	31	+ 3.3
Fresno, Calif.	47	48	+ 2.1	52	47	- 9.6	46	43	- 6.5
Gainesville, Fla.	13	14	+ 7.7	—	—	—	—	—	—
Grand Junction, Colo.	6	4	- 33.3	14	12	- 14.3	—	—	—
Grand Rapids-Mich.	57	57	—	89	74	- 16.9	86	79	- 8.1
Kalamazoo, Mich.	32	31	- 3.1	—	—	—	—	—	—
Extra ABC affiliate	12	11	- 8.3	13	11	- 15.4	—	—	—
Great Falls, Mont.	55	53	- 3.6	60	55	- 8.3	65	63	- 3.1
Green Bay, Wis.	79	70	- 11.4	93	89	- 4.3	84	74	- 11.9
Greensboro-Winston Salem, N.C.	26	25	- 3.8	47	45	- 4.3	61	55	- 9.8
Greenville-New Bern, N.C.	76	81	+ 6.6	97	94	- 3.1	113	106	- 6.2
Greenville-Spartanburg, S.C.	16	19	+ 18.8	5	8	+ 60.0	—	—	—
Greenwood-Greenville, Miss.	54	58	+ 7.4	39	40	+ 2.6	—	—	—
Harrisburg-Lancaster-Lebanon, Pa.	—	—	—	22	19	- 13.6	89	90	+ 1.1
Harrisburg, Pa.	15	15	—	11	9	- 18.2	—	—	—
Hartford-New Haven, Conn.	133	125	- 6.0	140	141	+ 0.7	48	52	+ 8.3
Extra NBC affiliate	—	—	—	—	—	—	10	—	—
Helena, Mont.	—	—	—	—	—	—	3	4	+ 33.3